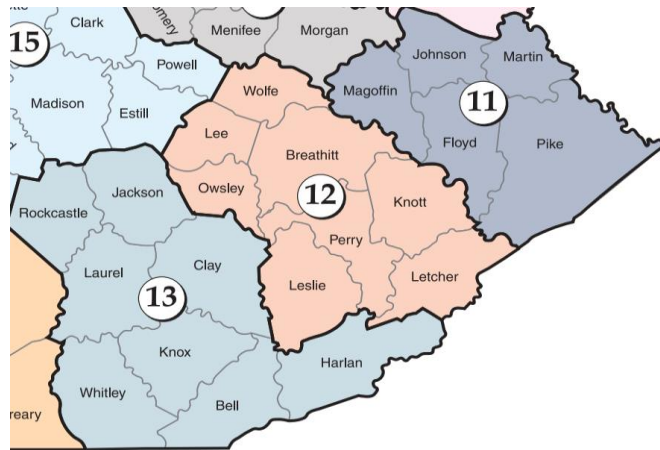




EASTERN KENTUCKY
UNIVERSITY

Promoting eGovernment and Website Improvements

Eastern Kentucky University's Initiative



June 16, 2014



COMMONWEALTH OFFICE
OF BROADBAND OUTREACH
AND DEVELOPMENT
Promoting a 21st century economy

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Introduction

This document summarizes the efforts of East Kentucky University (EKU), and is one of three regional projects executed in the Commonwealth in 2014 as part of an Office of Broadband Outreach and Development (OBOD) initiative. Each of the three projects addressed a distinct set of broadband issues within a defined geographic area that were originally developed as part of a broadband plan in 2012.

The EKU project was a partnership between OBOD and the University. The working group was led by the EKU project team within the University's Department of Government, engaging with government stakeholders from the project area addressed by the plan.

The EKU Project Summary was prepared for OBOD by Michael Baker International, LLC.

Executive Summary

Following the creation of the East Kentucky Region's Broadband Planning Report in 2013, the OBOD made a commitment to pursue a project partner in the region to implement the report's recommendations. This was part of Kentucky's commitment to improving the region's chosen focus around broadband access, adoption and utilization to positively impact the wellbeing of Kentucky's citizens, economy and government services.

As a result of the planning process noted above, specific objectives were established in the plan:

- Develop **leadership and institutional capacity** to initiate and sustain eGov broadband efforts at the local or regional level.
- Facilitate **eGovernment adoption and utilization** of broadband by educating local government in the project area.

After the implementation stage of this project, EKU made adjustments in focus that ultimately changed the project outcomes and metrics . Because of these changes and the time limitations of the project, OBOD limited EKU's project scope and closeout of the project was done early to enable redistribution of available funds to the West and Northeast Regions to accelerate the momentum of both projects for sustainability.

The EKU team decided to implement the following elements of the East Region plan:

- Building of regional leadership capacity
- Educating regional, county and local government about certain eGovernment services:
 - Community Communication
 - Property Databases for Communities
 - Online Bill Payment
- Making government organizations aware of how government websites can be improved to advertise and promote community assets (local/regional tourism)

The project provided recommendations for addressing these challenges on a local level, identified steps for achieving goals, and provided process and vendor information on how to build eGov momentum around this initiative in the project area. The EKU effort was ultimately scaled back based on available funding and the adjusted scope for the project, which changed in mid-spring 2014 .

The strategic direction set out in the project was based on a shorter term project scope that was adjusted to reflect the availability of funds and a change in project scope from EKU.

Purpose and Focus

The EKU project was designed to inform communities on how to achieve better Government use of broadband through eGov services. Through eGov efforts, local and county governments in the Commonwealth have the potential to improve their communication with citizens, the “business” of the government enterprise, and promote a more dynamic/healthy/resilient community at the regional and local level. It all starts with information and awareness about eGov services.

The EKU project was informed by the **2012 Broadband KY eStrategy Report** and the **Kentucky SBI Data**¹ collected over a five year period. Analysis of the information indicated that gaps currently exist in the availability and use of Broadband services, with some sectors of the economy slow to adapt to the increasing pace of the knowledge-based economy. The East Region broadband planning document revealed how certain aspects of the digital divide could be addressed in the East Region of Kentucky. While the Commonwealth of Kentucky could be an advocate and enabler (documenting best practices and developing tools and assistance programs), developing an effective information and awareness campaign at the local level could help to drive action and implementation on eGov broadband initiatives.

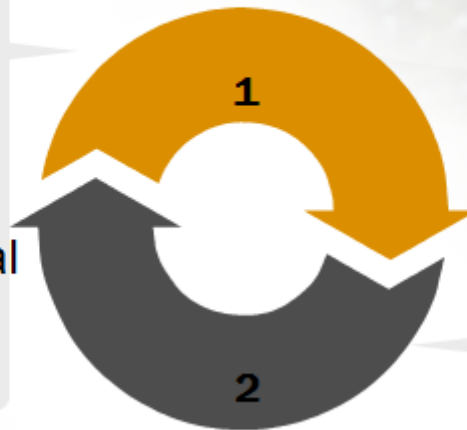


¹ SBI – State Broadband Initiative: NTIA program; Investment of approximately \$4 billion in the United States to support the deployment of broadband infrastructure, enhance & expand public computer centers, encourage sustainable adoption of broadband, and promote statewide broadband planning and data collection.



Phase 1

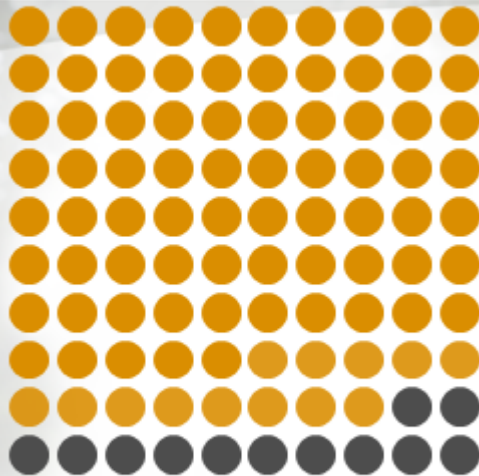
An
Attractive
&
Functional
Website



Phase 2

Offering
eGov
Services

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87%

Percentage of citizens in
Kentucky and peer states
that have used the web to
research public institutions

Source: Commonwealth Office of Broadband
Outreach and Development

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Government Benefits of a Strong Web Presence

- Increase visibility of your community to new residents, new businesses, and to tourists
- Help market your community's brand
- Help your community conduct business
- Help citizens save time and money by interacting from home
- Help local government engage with citizens


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Available eGovernment Services


- Online payment of taxes, fines, or permits
- Interactive forms
- Event calendars
- Property listings—advertising and in-house planning work
- Maps and databases of the community
- Access web services through mobile applications

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Engage your community • connect to news, events and information you care about. [View more information.](#)


Rich in History & Ready for the Future

CITY OF WINCHESTER

HOME GOVERNMENT SERVICES COMMUNITY BUSINESS ABOUT US HOW DO I?

Search Winchester

- HISTORY WE
- ONLINE BILL PAY
- E-SERVICES
- BID OPPORTUNITIES
- REPORT A CONCERN
- PROPERTY TAX PINDER



**44% of Citizens
have used eGov
Services**

CALENDAR


June 2014

			1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17	18	19
20	21	22	23	24	25	26	27	28	29	30
1	2	3	4	5	6	7	8	9	10	11

Mon, Jun 17
 City Commission Special
 Meeting
 Tue, Jun 17
 City Commission Meeting
 Wed, Jun 18
 City Commission Meeting
 Thu, Jun 19
 City Commission Meeting
 Fri, Jun 20


Source: Commonwealth's Office of Broadband Outreach and Development

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Amberley Village

Natural Beauty, Superior Services, Strong Community

Community Calendar
Find out about events and meetings in Amberley.

Forms and Documents
Access minutes, permit forms, fee forms, ordinances, etc.





Village Brochure
Discover the advantages of Amberley!

Village Code

Contact Us
Use online forms to report problems or request services.

Newsletter
Read the latest issue of the newsletter.
[Newsletter Archives](#)

Subscriptions
Sign up for the e-newsletter, meeting notifications, or volunteer.

[Environmental Stewardship](#)
[Green Initiatives](#)
[Commemorative Gifts](#)


[Deer Management Policy](#)

Amberley Village • CommunityLink
Your connection to Amberley Village

Community Calendar	News
5/18/2014 5:30 PM Land Development Committee Mtg.	5/20/2014 Electric Aggregation Update
5/18/2014 6:30 PM Mayor's Court	5/18/2014 Take the (DK) Survey: What Are The Critical Regional Issues?
6/22/2014 12:00 PM - 3:00 PM Bike Safety Fair	4/16/2014 \$25 Treeville Tree Purchase - Taking Root Campaign

An example of a functional website with e-government services on the homepage


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Citizens can interact with the government and conduct business -- paying utility bills, taxes.



LOCAL INFORMATION

Pikeville City Hall
243 Main Street
Pikeville, KY 40301
606-437-5200-Phone


PIKEVILLE, KY

2014 Hatfield-McCoy Mine Safety Competition
[Registration Form](#)

ONLINE TOOLS

[Utility Online Bill Pay Services](#)
For information about services or to make payments
[Please click here](#)

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Create a New Action Line Request

Search for Request Type(s)
Request Type:

Citizen Comments and Concerns

- Employee Comments
- General Suggestion
- Police E-Tip

Requests for Information

- Mailing Lists
- New Resident Packet
- Ordinance and Zoning Regulations
- Tax Questions - General
- Tax Questions - Occupational Tax
- Tax Questions - Property Tax

Repairs and Requests for Service

- Appliance Collection
- Curb and Gutter
- Dead animal removal
- Downtown Union Square Items [decorative & pole] Form
- Dumpster Billing
- Dumpster Service
- Junk/Bulky Items (Wednesday Only)
- Landscaping and Park Repair Form
- Line of Sight Obstruction
- Mowing
- Parks
- Pothole
- Recycling
- Request to Add Calendar Item
- Sewer Leak
- Sewer Odor
- Sewer Spill

The OnLine Service Request system allows visitors to request information, submit requests for service, or submit comments for review. The Service Request system covers a wide variety of city departments and services as indicated below. To enter a new request, please follow the steps below.

A ticket number is assigned to each new Service Request. Using this ticket number, the submitter can check back on the website at any time to view the current status of the request. Upon submission, Service Requests are automatically routed to the proper City staff for resolution.

NOTE: Requests entered after hours will be received by City staff by 8:30 a.m. the next business day.

Citizens can easily and quickly report community issues -- promotes open government !

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Solutions to Barriers

- Low-cost options for communities:
 - Website/eGov providers tailor-make the services for communities
 - Online templates make website development easy: wix (www.wix.com), weebly (www.weebly.com), squarespace (www.squarespace.com).
- All age groups use web-based services today, business owners, tourists, and more and more citizens:
 - A majority households buy online; they want to do gov. transactions online
 - Website providers offer excellent privacy protections – info encryption

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Company	Services	Estimated Cost	Examples
Egovlinks (www.egovlinks.com)	Online bill pay; community databases; community calendars; service requests; website design improvement	\$3,150 per year which includes maintenance \$5,250 one time licensing fee + \$1,280 per year maintenance	Amberley Village, Ohio Pikeville, Kentucky
Civio Plus (www.civiplus.com)	Large company; emphasis on communicating with citizens; online bill pay; registration for community programs; licenses and permits; interactive forms; ask for help; respond to opinion polls; coordinate with social media	Case-by-case basis	Winchester, Kentucky
NIC eGovernment Solutions (www.egov.com)	"transaction-based cost model"; Licenses services; Web 2.0 services	Case-by-case basis	Kentucky.gov
cit-e-net (www.cit-e.net)	Website design; online bill pay; online polls; community calendars; databases; interactive forms	Case-by-case basis	Cohoes, New York

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Social Media: Facebook

- Example: [Maysville, Kentucky](#)
- Benefits:
 - It's free
 - A jumpstart on web services
 - A forum with a large audience
- Challenges:
 - Legal issues
 - Time/resources (frequent updates expected)

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Community Success Stories

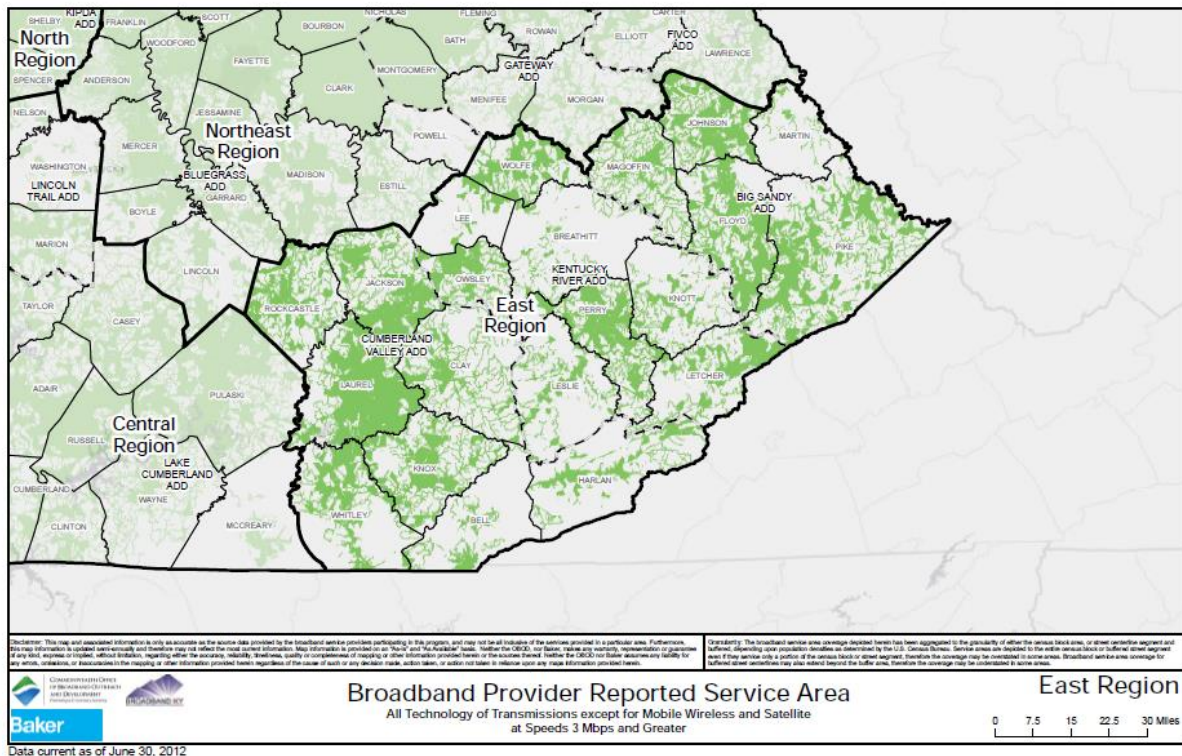
- [Brimfield, Ohio](#)
 - A small town with thousands of Facebook fans.
- [Winchester, Kentucky](#)
 - Moved their website from the 1990s to the present.
- [Pikeville, Kentucky](#)
 - Has a website with many eGov services.

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The East Project Area

Broadband is important to the current and future health of East Kentucky, its communities, residents, local government, and businesses. The evidence drawn from national, Kentucky-wide, and regional sources shows the digital divide in East Kentucky is very real.

According to Kentucky SBI provider data as of January 1, 2013, ***counties in the East region were well below the target of 4 MBPS.***



eGov Internet Utilization

County and Municipal Government - Utilization by Region

Utilization by Region by Type of e-Solutions		
	Generic e-Solutions	Local Government Specific
	DEi	DEi-G
Central Region	5.22	5.10
Kentucky	5.19	4.55
East Region	4.51	3.08

Lower utilization levels have been shown to have important impact on the benefits from Internet access received by users (government /household/business) and their communities. Households with higher utilization levels demonstrate the higher use of activities that produce household income through both teleworking and home-based businesses. Businesses with high levels of utilization report noticeably higher levels of revenue generation from the Internet. At the very least, governments with low levels of utilization miss out on the opportunity to take advantage of improved operational efficiencies and lower costs that come with eGov services in their enterprise.

Opportunities

- Provider interest in the East Region and successful community and regional Provider engagement strategies regionally show a potential for greater provider involvement
- Fixed wireless technology is increasing in Kentucky, and may be an attractive and viable infrastructure for last mile in non-metro areas. Fixed wireless has demonstrated the ability to increase both its quality of service (which has been weak in some areas) and connection speeds. Kentucky SBI data also shows fixed wireless technology as having the fastest statewide growth in 2012.
- Similar to a GRADD public-private partnership, there is interest in collaboration between communities and services providers. And in some cases this may include collaboration between service providers.

EKU Project Plan

Based on the core principles outlined in **Section 3** of the **East Region Broadband Plan**, this project document summarizes the work of the ECU leadership and how it contributed to the Commonwealth's two overarching goals:

- Broadband adoption and utilization to enhance productivity, skills, mobility, and employment opportunities for residents of Kentucky;
- Achieve access and digital inclusion for all citizens, institutions and businesses.

The elements and supporting information described in the East Region Broadband Plan serve as a foundation for the ECU broadband project. The objectives include:

1. Identify and help to develop the **leadership** needed to sustain eGov broadband efforts at the local or regional level;
2. Facilitate outreach and education of local and regional government organizations on the value of broadband through the utilization of **online government services** (eGov)

ECU adopted a strategy for building momentum for long term eGov achievement throughout local and regional government.

EKU Short-Term Goal: Conduct outreach and provide education to county and local government regarding the high-value of broadband and eGov solutions and services.

Identifying Local and Regional Leadership

In rural areas, lack of capacity and leadership has the potential to limit the effectiveness of community-based approaches. Identifying, communicating with, and developing motivated leadership for eGov broadband initiatives was a key element of the East Region project.

In the East project area, the Kentucky River Area Development District (KRADD) was identified by ECU and OBOD as a leader organization, with the organizational capability to manage the initiative in their region. KRADD brought the following abilities to the East Region project initiative:

- An organization with a network of elected officials and stakeholders
- Local knowledge of the area governments, priorities, and which organizations might adopt eGov services sooner
- A motivated Executive Director with a proven ability to work with communities

During the development stage of the East Region broadband plan and afterward, KRADD, under the direction of Executive Director Mike Miller, showed enormous leadership and initiative by actively engaging local governments about the broadband project -- working with local leaders who saw the opportunity of eGov services.

ECU project leaders initiated outbound communication to local governments to identify interested communities, to identify ***broadband leadership in government and support for local eGov in the project area***. While local government leaders in 2014 are more likely to be aware of the value of good Internet access in government, interest and awareness does not translate into action – financial resources in local government, missing technical knowledge and leadership can be harder to find in rural areas.

ECU engaged with key individuals, local stakeholders or stakeholder organizations to identify who could take on initiating and maintaining local broadband efforts in the future.

Specific eGov Broadband Initiatives:

Online Payment/Transactions

- a) Convening a meeting of representatives from utilities and other government departments at the county and municipal level in the project area to enlist participation and collective development of a requirements framework for eGov software functionality, along with compatibility, capital (licensing) and operating costs;
- b) Once the above framework has been developed, identify and assess options for implementing a collaborative online payment system for local governments and utilities;
- c) Once a solution is identified that meets the minimum functional and financial requirements of participating stakeholders, develop a technology/licensing approach that enables stakeholders to login and participate in a shared online local e-government payment service.

Online Portal for eGov

- a) Convene a meeting of organizations in the project area interested in a broader and coordinated online presence for local governments. Establish a supporting working group to pursue a regional online portal for local eGov.
- b) Identify online resources in the project area and the issues, gaps, and opportunities for stronger local eGov presence.
- c) Identify approaches for broader community adoption and utilization of an enhanced online presence for an eGov portal.
- d) The working group will make recommendations regarding the desirability and direction of an online eGov portal in the project area.

Recommendations: Future eGov Initiatives Beyond 2014

- a) Make KRADD the lead for the project area for e-government, with one or more working groups supporting specific eGov broadband initiatives.
- b) Continue research and pursuit of viable funding sources for eGov in the project area
- c) Recruit individuals and organizations at the community level in the project area.
- d) Build on EKU's initial eGov education and orientation sessions -- expand eGov outreach and awareness through KRADD moving forward
- e) Establish and maintain regular/ongoing relationships with Broadband Providers promote a win-win project strategy that leverages local provider's expertise
- f) Consider other aspects of the East Region Broadband Plan when moving forward with an eGov implementation program for the region

*Commonwealth of Kentucky Office of Broadband
Outreach and Development*



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